

PERSONNEL COMMITTEE

12-0023R

RESOLUTION APPROVING PROPOSED AMENDMENTS TO THE
SPECIFICATIONS FOR THE CIVIL SERVICE CLASSIFICATION OF
GAS AND ENERGY COORDINATOR.

CITY PROPOSAL:

RESOLVED, that the proposed amendments to the specifications for the civil service classification of gas and energy coordinator, which were approved by the civil service board on July 5, 2011, and which are filed with the city clerk as Public Document No. _____, are approved; that said classification shall remain subject to the city's collective bargaining agreement with its basic unit employees, and that the pay range will change from Pay Range 32 to Pay Range 33. The proper city officials are authorized to execute and implement for employing one or more unit members consistent with this resolution.

Approved:



Department Director 1-6-12

Approved for presentation to council:



Chief Administrative Officer

Approved as to form:



Attorney

Approved:



Auditor

HR TCS:ao 1/6/2012

STATEMENT OF PURPOSE: The job description was revised to reflect current duties of the classification related to serving as the product manager for new and existing utility programs and special projects. The job description has been updated to include these additional duties, as well as additions to the knowledge, skill, and ability requirements as a result of those additional duties. The negotiated rate of pay is Range 33, \$4,215 to \$4,995 per month. This is a change from Pay Range 32, \$4,044 to \$4,785 per month.

GAS AND ENERGY COORDINATOR

PURPOSE: Promote the use and sale of natural gas and water to prospective and existing industrial, commercial and residential customers and administer energy conservation grants and programs.

FUNCTIONAL AREAS:

1. Serve as product manager for new and existing utility programs and special projects.
 - * A. Perform marketing, business, engineering and financial feasibility analysis to determine what programs and services the Public Works and Utilities Department should offer to maintain customer satisfaction, meet with regulatory approval, and generate positive revenue flow.
 - * B. Independently create business plans for new and enhanced utility programs and services.
 - * C. Plan, conduct and organize approval process for new and revised department services and programs including drafting resolutions for City Council approval.
 - * D. Plan and conduct utility rate setting process that makes significant impacts on utility revenues collected by major department and its contributions to City General Fund.
 - * E. Prepare budget and implementation plans under which to operate programs.
 - * F. Develop Requests for Proposals and selects vendors to deliver and administer programs.
 - * G. Manage program development and delivery for new and existing products and services, including financial and operational performance.
 - * H. Act as technical and marketing expert on energy procurement, rates, conservation, and sustainability representing the City of Duluth on international, state, regional, city trade and technical delegations and committees.
 - * I. Facilitate and collaborate across functions, City departments, and organizations in Duluth, Minnesota, and the region to achieve common goals, leverage resources, and communicate effectively with the public.
 - * J. Ensure programs are operated in accordance with rules and policies established by the Public Works and Utilities Department, Duluth City Council, State and Federal agencies.
2. Coordinate customer relations, market research, public awareness communications, conservation and sales promotions with general guidance and oversight from Division Manager and Department Director.
 - * A. Plan and coordinate the analysis of research studies to determine the market potential of gas heating in relation to anticipated sales volume, percent of market, distribution and service facilities, economical factors, and competitive energy suppliers.
 - * B. Use statistical analysis in research studies to verify adequate samples for valid statistical analysis for a specified confidence interval and to test hypothesis.

- * C. Maintain close surveillance over sales areas where promotional motivation efforts and incentives are being applied to note adequacy of such activities.
 - * D. Follow up new marketing programs and incentives and advertising and promotional programs to ensure their use and effectiveness.
 - * E. Maintain knowledge of new developments in market research techniques through seminars, marketing group meetings, periodicals, and trade journals.
 - * F. Develop plans and proposals of advertising and sales promotional programs for their value, limitations, cost and administrative requirements.
 - * G. Recommend any changes necessary to improve the quality, reduce the cost or otherwise bring advertising proposals in line with budget.
 - * H. Present and review total advertising and promotional programs with management to determine if contents meet expectations, standards, organizational needs, copyright laws, and legal requirements.
 - * I. Coordinate the preparation and dissemination of advertising copy, brochures, artwork, designs, photography and layouts as they relate to approved programs.
 - * J. Direct and coordinate a comprehensive sales training and marketing program capable of providing guidance and instruction in the broad array of marketing techniques.
 - * K. Prepare and administer a marketing and public communications budget.
3. Initiate and maintain contact with prospective and existing industrial, commercial and residential clients for the purpose of promoting the use and sale of gas.
- * A. Maintain regular contact with clients to assist them in identifying and applying the most effective and efficient use of existing or new gas equipment.
 - * B. Prepare energy cost comparisons for prospective industrial, commercial and residential clients.
 - * C. Prepare approximate usage rates, installation charges and operating costs; and explaining gas services.
 - * D. Advise property owners, developers, architects and engineers of proper design and installation of gas and water services and equipment serving industrial, commercial and residential customers.
 - * E. Review usage rates and contractual status of industrial and commercial interruptible gas customers.
4. Serve as a technical advisor on energy, energy efficiency and conservation for the Public Works and Utilities Department, the City of Duluth, and to natural gas/water customers.
- * A. Conduct a physical inspection of customer facilities and recommend changes, if necessary, to ensure continued prudent use of natural gas and water.
 - * B. Perform difficult engineering work on energy and conservation projects and appropriate analyses in order to determine what energy-conserving measures

could be implemented.

- * C. Provide the customer with both a description of the modifications that will be most energy-efficient and general information regarding how the proposed modifications could be accomplished, including estimated cost, energy, and green house gas savings.
- * D. Inform customers of energy conservation and/or weatherization programs available, including programs offering financial assistance to the customer.
- * E. Provide leadership to the department on, and write specifications for the selection and design of conservation and demand side management programs.
- * F. Train staff on, and educate the general public and large customers about conservation and energy efficiency measures, including impacts on utility bills, energy consumptions and green house gas emissions.

5. Coordinate customer relations.

- * A. Evaluate current situations and future trends having customer relations implication for the over-all organization.
- * B. Develop formal statements of policy on various customer relation matters, and assuring adequate communication of the approved policies throughout the organization.
- * C. Implement approved programs to enhance customer relations.
- * D. Develop and implement customer relations programs designed to project a favorable image of the department.
- * E. Recommend the timely release of marketing and customer relations information to the news media to ensure an informed public of activities of the department.
- * F. Respond to complaints, inquires, and request for information from customers and potential customers.
- * G. Direct the effective dissemination of information to employees and gas providers to ensure an awareness of pertinent information of mutual concern.
- * H. Ensure the development and maintenance of internal communications programs designed to contribute to a harmonious and motivated work force.
- * I. Develop and coordinate strong functional communications with the public in order to unify communications programs and continuously analyze current status of issues as to how they could affect the utilities business and public interest.
- * J. Maintain lines of communications with trade associations and gas industry representatives for exchange of information on major issues.
- * K. Assist gas appliance retailers by conducting information and training meetings to promote the use of gas and new gas appliances.

JOB REQUIREMENTS

Education and Experience Requirements:

- **A.** Graduation from an accredited college with a bachelor's degree in marketing, business, public administration, engineering or a closely related field, and a minimum of four years of marketing and engineering experience in the natural gas, electricity, petroleum, energy services or other related industries; or six (6) years of verifiable experience in a position with duties similar to those described above which demonstrate possession of the knowledge, skill and ability requirements listed below.

Master's degree in Business Administration, Marketing, or other related field may be considered in lieu of two years experience.

Certified Energy Manager preferred.

License Requirement:

- **A.** Possession of a valid Minnesota Class "D" driver's license or equivalent.

Knowledge Requirements:

- ** A.** Extensive knowledge of the principles of marketing, including public awareness and media campaigns.
- ** B.** Knowledge of customer relations.
- ** C.** Knowledge of personal computer hardware and software configuration and use of software programs in the development and presentation of information.
- ** D.** Knowledge of statistics, research methods, and data analysis associated with marketing functions.
- ** E.** Knowledge of budgeting methodology, and budget management techniques.
- ** F.** Knowledge of regulatory agencies and their rules affecting the installation of gas appliances.
- ** G.** Knowledge of energy efficiency, energy conservation measures, and conservation improvement programs.
- ** H.** Knowledge of the principles of operation and inspection of various types of building heating systems, including commercial and industrial energy auditing.
- ** I.** Knowledge of technical aspects of alternative energy technologies.
- ** J.** Knowledge of gas distribution systems.
- ** K.** Knowledge of the State of Minnesota energy codes and laws, RP1162 and pipeline safety requirements.
- ** L.** Knowledge of Federal Department of Transportation regulations that pertain to gas distribution systems.
- ** M.** Knowledge of the American Gas Association Standards pertaining to the installation of gas appliances.

- ** N. Knowledge of the methods of operation of gas appliances.
- ** O. Knowledge of sales techniques.
- ** P. Knowledge of industrial, commercial, and residential customer gas usage.
- ** Q. Knowledge of cost service analysis, pricing, and utility rate setting.
- ** R. Knowledge of energy engineering principles.

Skill Requirements:

- ** A. Skill in developing and writing marketing plans, sales brochures, and advertisements.
- ** B. Skill in communicating logically, persuasively and accurately; both orally and in writing.
- ** C. Demonstrated skill at working under tight time lines with limited supervision.
- ** D. Skill in managing and tracking multiple projects concurrently.
- ** E. Skill in the operation of a personal computer and related software.
- ** F. Skill in designing, evaluating and analyzing marketing methods and procedures.
- ** G. Skill in applying marketing procedures.
- ** H. Skill in budget administration.
- ** I. Skill in conducting training of coworkers in customer relations techniques.
- ** J. Skill in applying sales techniques.
- ** K. Skill in applying statistical methods when performing marketing research.
- ** L. Skill in applying engineering principles and practices.

Ability Requirements:

- ** A. Ability to organize, schedule, coordinate, and delegate work.
- ** B. Ability to establish and maintain effective working relationships with supervisors, employees, customers, and the general public.
- ** C. Ability to read and understand technical and legal documents.
- ** D. Ability to read and interpret architectural and engineering diagrams related to the installation of gas appliances.
- ** E. Ability to perform mathematical calculations such as ratios, percentages and heat loss calculations.
- ** F. Ability to communicate on a one-to-one basis or before groups to provide or obtain information.
- ** G. Ability to transport oneself to, from, and around sites of public meetings, programs, projects and customer contacts.
- ** H. Numerical ability to compute charges for various types of utility services and consumption readings.

- ** I. Ability to operate gas leak detection equipment.
- ** J. Ability to follow established safety practices and departmental policies.
- ** K. Ability to apply engineering principles and practice to energy analysis.

Physical Requirements

- ** A. Ability to work nights and weekends.
- ** B. Ability to set up marketing displays and promotional materials.
- ** C. Ability to speak and hear sufficient to exchange information.
- ** D. Ability to occasionally stand and walk around sites of projects and meetings
- ** E. Vision to read printed materials and computer screen
- ** F. Finger dexterity to operate computer and standard office equipment.
- ** G. Ability to transport (usually by lifting and carry) materials weighing up to 25 pounds, such as presentation materials and equipment.
- ** H. Ability to attend work on a regular basis.
- * Essential functions of the classification.
- ** Minimum requirements necessary on the first day of employment.